

WHAT IS CLAIMED IS:

1. An aqueous inkjet ink composition suitable for printing on a hydrophobic surface comprising an aqueous emulsion polymer having a glass transition temperature (Tg) of from $-40\text{ }^{\circ}\text{C}$ to $150\text{ }^{\circ}\text{C}$; a pigment; and a water-soluble surface agent.
2. The aqueous inkjet ink composition of claim 1 wherein said aqueous emulsion polymer has a Tg of from $40\text{ }^{\circ}\text{C}$ to $80\text{ }^{\circ}\text{C}$.
3. A method for providing an image on a hydrophobic surface comprising:
forming an aqueous inkjet ink composition comprising an aqueous emulsion polymer having a Tg of from $-40\text{ }^{\circ}\text{C}$ to $150\text{ }^{\circ}\text{C}$; a pigment; and a water-soluble surface agent;
jetting said ink composition onto said hydrophobic surface; and
drying, or allowing to dry, said ink composition.
4. The method of claim 3 wherein said aqueous emulsion polymer has a Tg of from $40\text{ }^{\circ}\text{C}$ to $80\text{ }^{\circ}\text{C}$.
5. The method of claim 3 wherein said hydrophobic surface comprises polyvinyl chloride.
6. An image on a hydrophobic surface formed by the method of claim 3.

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